DOI: https://doi.org/10.31392/UDU-nc.series9.2025.30.09
UDC: 81'25:659.1

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STYLISTIC DEVICES AND PRAGMATIC TRANSFORMATIONS IN TRANSLATING ENGLISH ADVERTISING SLOGANS INTO UKRAINIAN

Bibliographic Description:

Vasylenko, O., Khyzhun, Ya., Vozniuk, L. (2025). Stylistic Devices and Pragmatic Transformations in Translating English Advertising Slogans into Ukrainian. *Scientific Journal of Mykhailo Dragomanov State University of Ukraine. Series 9. Current Trends in Language Development*, 30, 107–116. https://doi.org/10.31392/UDU-nc.series9.2025.30.09

Abstract

The paper examines the pragmatic transformations that occur when translating English-language advertising slogans into Ukrainian, with an emphasis on preserving their communicative potential and cultural identity. The authors analyse the essence of advertising text as a form of mass communication, reveal the historical origins of slogans and their evolution from battle cries to branding tools, and outline the typology of slogans according to functional, emotional, and stylistic characteristics.

Particular attention is paid to the difficulties of translation caused by grammatical, lexical, and cultural differences between English and Ukrainian. In this context, a number of translation strategies are considered – from generalised and selective translation to communicative-pragmatic and semantic translation – as well as transformational techniques such as transposition, modulation, adaptation, calquing, antonymic translation and paraphrasing.

An advertising slogan is a concise, emotionally charged formula that embodies the brand's ideology, appeals to consumer psychology, and serves to identify, persuade, and influence aesthetically. The authors emphasise the importance of preserving the pragmatic content of the original in translation, which requires a flexible approach, interdisciplinary awareness and sensitivity to context. This approach contributes to the formation of an effective advertising message that resonates with the Ukrainian audience.

Keywords*: pragmatic transformations, advertising slogans, cultural identity, communicative potential, semantic translation, transposition, modulation, adaptation, calquing, antonymic translation and paraphrasing.*

1. Introduction.

In today's media-saturated world, advertising permeates nearly every aspect of public communication, manifesting in diverse forms and formats. Closely intertwined with mass media, advertising relies on various platforms to disseminate its messages, often engaging audiences through involuntary or passive exposure. This characteristics positions advertising not merely as a tool of persuasion but as a form of communication that is frequently imposed rather than sought.

The growing prominence of advertising in our national context is largely driven by the expansion of international trade and tourism. As a result, there is increasing scholarly interest in analysing English-language advertising content – one of the dominant vehicles of global commercial discourse. This includes not only examining the linguistic and stylistic features of such texts but also addressing the challenges that arise in their translation. Identifying effective strategies for rendering slogans and promotional messages across languages is essential for ensuring both semantic accuracy and cultural resonance.

Such inquiries contribute meaningfully to the advancement of advertising studies and play a vital role in enhancing the quality of professional training in marketing, translation, and intercultural communication.

Unlike literary translation, where the translator's primary task is to preserve the aesthetic and artistic qualities of the source text, the translation of advertising materials follows a different trajectory. It is shaped by distinct structural features, stylistic tools, and a strong emphasis on communicative impact. When working with advertising content, the translator must navigate not only linguistic challenges arising from semantic and syntactic disparities between languages, but also the broader task of sociolinguistic adaptation – ensuring the message resonates appropriately within the target culture.

Determining a single, universally effective translation strategy for advertising is inherently complex. However, it is widely acknowledged that literal or verbatim translation is seldom appropriate in this domain. The persuasive power of advertising lies not in replicating form, but in evoking imagery and emotional response. Therefore, creative transformation often takes precedence over direct equivalence.

Moreover, advertising discourse cannot be fully understood or translated in isolation. It intersects with multiple disciplines – including linguistics, sociology, literary theory, media studies, and cultural anthropology – each offering valuable insights into how meaning is

constructed, conveyed, and received across cultural boundaries (Tanaka, 2005, p. 168).

In our opinion, mastering the theoretical foundations of the translation process is a necessary condition for its implementation. The volume of information that is contained in advertising and that must be reproduced as accurately as possible, is reflected in translation adaptations. The relevance of this study lies in the importance of reproducing the pragmatic aspect in creating an accurate translation of the advertising slogans in order to understand their content. Taglines convey both the brand's history and its values. This means that poorly translated, ineffective or even offensive slogans can undermine the trust a brand has already gained.

2. Literature Review.

In modern linguistic research, this topic is widely studied in the works of both Ukrainian and foreign scientists. For example, such foreign researchers as V. Karsita and A. Apriana (2025), P. Skorupa (2015), T. Dubovičienė (2015), and K. Tanaka (2005) investigated linguistic features of advertising texts in different languages. Several Ukrainian linguists contribute to the study of advertising discourse and provide valuable insights for the translation of English advertising slogans into Ukrainian. S. Huzenko (2013) focuses on the structural and pragmalinguistic organization of advertising texts, offering tools for understanding how persuasive meaning is constructed. O. Krutoholova (2013) examines the linguo-pragmatic features of slogans, highlighting the communicative strategies that must be preserved or adapted in translation. N. Sheverun, N. Nikolska, and O. Kositska (2022) work directly on the translation of English advertising slogans into Ukrainian, analysing effective methods for rendering stylistic devices, cultural references, and persuasive intent. H. Stashko (2020) studies stylistic repetition in English-language advertising, a device that often requires creative adaptation in translation. O. Yemelianova (2020) investigates metaphor as a persuasive mechanism in modern English advertising discourse, providing insights into how figurative language shapes consumer perception and how such metaphors can be transferred across languages.

3. Aim and Objectives.

Based on the relevance of the presented topic, the aim of the paper is to identify and analyse the means of preserving the pragmatic basis of Ukrainian advertising slogans of recent years. This goal involves solving such tasks as analysing the definition of the concepts "advertising text" and "advertising slogan", highlighting the genesis of the study of advertising slogans and the main points of correct translation of advertising slogans and their pragmatic adaptations, besides identifying and analysing the dominant means of preserving the pragmatic component during the translation of advertising slogans.

4. Methodology.

The research presented in this paper employs a mixed-methods approach to examine how stylistic devices and pragmatic potential are preserved during the translation of English advertising slogans into Ukrainian. To achieve the defined aim and objectives, a variety of general scientific and specialised methods of linguistic analysis were utilised: *General Scientific Methods* (Deductive Method, Analysis and Descriptive Methods, Comparative Method, Method of Hypotheses**)** and *Specialised Linguistic Methods* (Stylistic Analysis, Paralinguistic Analysis, Method of Translation Transformations Analysis). These specific methods allowed for a detailed investigation into the translation processes.

Stylistic Analysis method was crucial for identifying the specific linguistic and rhetorical devices (e.g., alliteration, metaphor, wordplay) used in the English slogans to

achieve their persuasive effect. Paralinguistic Analysis method was used to evaluate the communicative potential and pragmatic force of both the original slogans and their translations. It assessed whether the target Ukrainian slogans successfully achieved the same persuasive goals and resonated culturally with the target audience. Method of Translation Transformations Analysis involved a systematic comparison of the source and target texts to pinpoint the specific techniques (transformations) applied by the translators. This allowed us to categorize instances of *transposition*: changes in grammatical form (e.g., shifting from a clause to a phrase); *modulation*: semantic shifts or changes in perspective; *adaptation:* modifications made to accommodate cultural differences; *calquing (loan translation):* direct structural or literal translation of form; *antonymic translation:* expressing an idea using an opposite meaning for stylistic effect; *paraphrasing*: restructuring the message while preserving the core meaning.

5. Results.

The concept of "advertising text" is extremely broad; it should be considered that this is a specific form of mass communication. Consequently, "advertising text" is a type of social communication, presented in the form of a text or a spoken statement, the main purpose of which is to inform groups of people and further encourage them to take action regarding the advertised services, goods, etc. Like any text, advertising text is built according to certain rules and has a generally accepted structure, including four main parts: 1) slogan; 2) title; 3) main advertising text; 4) echo phrase.

The slogan is the most important component of the advertising text; it is a short original phrase that expresses the main idea of all messages within the advertising campaign. Initially, the slogan did not have an advertising function – as historians testify, in the 16th century, this was the name given to the cry of the clans of Scottish warriors with which they went on the attack. The very concept of "slogan" goes back to the Gaulish language (sluagh-ghairm), which means "battle cry". Later, the "slogan" was transformed into an advertising motto. "First of all, a slogan needs to attract the consumer's attention with an appealing initial statement, because only then will they be prepared to learn more about the product and the company's arguments," says Tom van Laer, Associate Professor of Narratology at The University of Sydney (Gilbert, 2022). Short slogans began to be used for advertising purposes at the end of the 19th century in England, where advertising was a stable, profitable business. In America, large newspapers sold a strictly limited volume: everyone had two or three lines no wider than a standard column, and some of the advertisers came to use the same phrase. This is how a slogan appeared that attracted attention well.

There is no single clear definition of the advertising slogan in scientific literature; various authors define this term, taking into consideration its specific characteristics. For instance, a scientist researcher D. Rein in his book "The language of advertising and merchandising in English" defines it as "a unique phrase identified with a company or brand" (Rein, 1982). Researchers G. Dowling and B. Kabanoff hold the same opinion: "appear beneath or beside the corporate name at the bottom of a print advertisement and are separated from the body copy for easy recognition" (Dowling & Kabanoff, 1996).

So, according to the definition of Tom van Laer, "Slogans can be a powerful way of extolling a product, and persuading people that they just 'have to' buy it. That only works if certain conditions are satisfied and when, for example, there is a latent demand for the item in question" (Gilbert, 2022). It is a concise and easily understood formulation of an advertising idea. The slogan is subject to copyright.

Given the constraints of time and space in advertising, it is crucial for advertisers to craft language that resonates with their intended audience and prompts a favourable

response. Since language holds significant power in shaping human perception and behaviour, its strategic use can greatly enhance the impact of an advertisement. A slogan is a phrase consisting of two to four words that are easy to remember. This is a phrase that can tell more about a company or product than a corporate brochure, annotation, or catalogue. Slogans often serve a dual purpose: they need to attract people's attention and they need to be memorable. Besides, they are employed for a variety of reasons such as differentiating the company/brand, providing customers with a reason to buy, or stating a distinctive competency (Briggs, 2017).

Ideally, of course, you design a short, catchy sentence that is difficult to forget. The effectiveness of a slogan also depends on its information content. It must be permanent. Therefore, the main task when creating a slogan is to present the maximum information that influences the consumer. A slogan is defined as an advertising formula, a permanent advertising motto. For example, Dahlén and Rosengren (Dass, Kohli, Kumar, & Thomas, 2005) find that consumers evaluate brands with strong slogans more favourably, which increases brand equity. A slogan is a clear and concise formulation of the main theme of the advertising message. It should affect not only hearing, but also vision. The slogan defines the characteristic, unique features of the advertiser's activities and is an element of the corporate identity. That is why the wording of the slogan is registered as the property of the company, like a trademark.

In our research, we identify advertising texts as a verbal message with communicative and pragmatic potential, which is revealed by means of certain linguistic means and directed to the audience of recipients. With the help of such advertising texts, the goals of the advertiser are transformed and their interaction with service consumers is carried out. The main purpose of advertising texts is pragmatic, mainly the influence of the recipient and this influence prompts him to take active actions (Guzenko, 2013).

There is still no generally accepted classification of slogans. There are several classifications of advertising slogans, which have been defined by various scholars. For example, Skorupa & Dubovičienė (2015) divide slogans into *informative* (they communicate product features or benefits), *persuasive* (they aim to influence consumer choice or behaviour), *reminder* (they reinforce brand recognition or loyalty) and *command/call to action* (they encourage immediate action) ones. Dianyuan Zhang, Wenhao Han and Jie Yao distinguish between emotionally positive slogans, emotionally negative slogans, and neutral/abstract slogans (Zhang, Yao, & Han, 2024). Ukrainian scholars Sheverun N. V., Nikolska N. V. and Kositska O. M. in their study drew attention to the classification of slogans based on linguistic features, namely: rhyme and rhythm, alliteration, pun or wordplay and repetition (Sheverun, Nikolska, & Kositska, 2022). Annisa Fadlila divided slogans into types of phrases found in advertising texts (verb phrases, noun phrases, prepositional phrases, adjective phrases, adverb phrases). As a result, it was concluded that verb phrases are the most effective because they convey dynamics, a call to action, or a promise. Noun phrases are often used to create a brand image. Prepositional phrases add context, but are less common (Fadlila, 2014).

The study of advertising slogans is a complex and multifaceted field that covers various aspects such as the psychology of perception, the effectiveness of communication, and the impact of speech on consumers. The genesis of the study of advertising slogans is connected with the development of the advertising industry and the growing interest in studying their effectiveness.

The paper presents an analysis of the usage of rhetorical figures across product categories: foodstuffs, drinks, automobiles, airlines, gas stations, bus lines, banks and insurance companies, stores and shopping centres, technology and communications, clothing

and cosmetics, tourism, and others. A number of key points are connected with the genesis of the study of advertising slogans.

Psychology of perception. The emergence of research on advertising slogans is associated with a growing understanding of how consumers perceive and respond to advertising messages. Research into the psychology of advertising perception, including slogans, helps understand how speech and design elements affect consumers' emotions, awareness, and memory.

Effectiveness of communication. Advertising slogans aim to effectively communicate messages and attract consumers' attention. Research is aimed at studying which elements of a slogan (e.g., rhymes, metaphors, repetitions) contribute to better perception and memory of the message.

Impact on consumers. Research on advertising slogans also examines their impact on consumers. This includes the study of emotional response, the formation of ideas and associations, and influencing the decision to purchase a product or service.

Creating advertising slogans, the following linguistic and stylistic means are effectively used: alliteration, hyperbole, personification, metaphor, epiphora, anaphora, pun, onomatopoeia, parallelism, rhyme, and some others. We will consider them further. Alliteration in advertising slogans is designed to attract attention, and its use usually makes any work memorable. That's why you may have heard a lot of advertisements with alliterative slogans. For example, "Dunkin' donuts: America runs on Dunkin'", "Maybelline: maybe she's born with it. Maybe it's Maybelline". Hyperbole is often used in advertising, often making reference to as "dramatizing the selling point." **(**"Adds amazing lustre for infinite, mirror-like shine" for Brilliant Brunette shampoo, "Our revolutionary fitness program will transform your body and reshape your life, helping you achieve the physique of your dreams in just 30 days!" for sports club). Metaphor is the most popular rhetorical figure in advertising texts and is often prominent: it affects the will and feelings of consumers, drives them into action. Metaphor serves not only a linguistic function of creating an image, but also allows us to formulate the brief about the benefits of goods (Yemelyanova, Kucheriavenko, 2020). For example, "Like a good neighbour, State Farm is there", "Buy one get one free" (McQuire and Mick, 1999). On the contrary, epiphora is used in advertising to drive a message and make it more memorable for an audience; it is proven to be one of the seldom-used rhetorical figures in advertising. But "both epiphora … and anaphora reinforced by alliteration, assonance and rhyme serve the function of furnishing an artistic effect to slogans and brand names" (Stashko, 2020). In general, the rhetorical figures as a strategy of persuasion are widely used in advertising texts today, especially in print advertising. In our opinion, the translations of English language advertising slogans should definitely be carried out in view of the availability of stylistic figures and means as accurately as possible and with the preservation of pragmatic potential, which is not an easy task.

The last decades are an indicator of the development of linguistics and the beginning of its integration with human sciences (psychology, sociology, etc.) and its emphasis on anthropocentrism, which is the primary principle of modern linguistics. The human factor in language is at the heart of the anthropological paradigm of language research. Another direction of research is related to the study of the communicative space of language, reflected in a coherent text and determined by extralinguistic factors of oral and written speech. N. Andreychuk notes that one of the fundamental ideas of the anthropocentric paradigm is the following: human existence becomes impossible without communication, and the essence is communication with others (Andrejchuk, 2009). In recent decades, the development of the communicative-pragmatic direction of research has led to the fact that the attention of

scientists has shifted from the study of the author of speech to the second participant in communication, that is, the addressee.

Such orientation allows considering advertising texts not only from the side of their grammatical constructions and ways of their expression at different linguistic levels (morphological, lexical-semantic, syntactic and stylistic), but also taking into account pragmatic and communicative strategies. This direction made it possible to conduct a comprehensive study of advertising texts, in particular, advertising slogans in modern English. Accordingly, the study of English-language advertising slogans from a linguistic point of view involves the involvement of various methodological directions and approaches at different stages of the work. Today's methodology in the field of philological sciences is based on the actualization of one of the paradigmatic directions – anthropocentric, which was already mentioned earlier, and discourse-centric. If the first is focused on the actualization of the human factor in language, then the second is directly related to the text or discourse (Krutogolova, 2013). Each of the directions is aimed at solving different research tasks, and their complex application makes it possible to analyse English-language advertising slogans from all aspects.

6. Discussion.

Translating advertising slogans from English into Ukrainian presents a range of challenges, making the exploration of effective translation strategies essential. The substantial grammatical differences between the two languages, along with disparities in lexical structures, often hinder the possibility of achieving a fully accurate translation. Furthermore, cultural distinctions embedded in each language may complicate the process even further, influencing both the choice of translation techniques and the final outcome.

To navigate these complexities, a translator must possess a high level of proficiency in both the source and target languages, as well as a deep understanding of the cultural nuances that shape the message. Prior to initiating the translation, it is crucial to identify the most suitable approach. However, it should be acknowledged that no theoretical method can be applied in its pure form; real-world translation requires flexibility, adaptation, and sensitivity to context.

When selecting an appropriate translation strategy, a translator may rely on several guiding principles, each tailored to the purpose and audience of the target text:

• Generalized (partial) translation is applied when the goal is to provide a broad understanding of the content, especially when specific details are not essential for communication.

• Selective translation is useful when the translator aims to convey the tone, stylistic features, or thematic essence of the original text without rendering it in full.

• Functional simplification involves condensing or adapting the source material to suit readers with limited background knowledge or lower readiness to engage with complex texts.

• Comprehensive (full) translation is employed when a detailed and complete rendering of the original is required.

• Literal translation is typically reserved for academic or scientific contexts, where precision and fidelity to the original wording are paramount.

• Semantic translation focuses on conveying the deeper socio-cultural meaning of the source text, often intended for professional or specialized audiences.

• Communicative-pragmatic translation adapts the original message to suit a broader public, emphasizing clarity, accessibility, and cultural relevance.

Given the nature of advertising slogans as concise, audience-oriented components of promotional texts, their translation typically involves either functional partial adaptation or

communicative-pragmatic full rendering. These approaches align with the slogan's primary purpose: to deliver information in a simplified, memorable, and easily digestible form for a broad public. Achieving an effective translation often requires the application of transformative techniques, which may include reconfiguring specific elements of the original phrase or reinterpreting the message entirely to preserve its impact and resonance in the target language.

To create an adequately equivalent translation of slogans, a translator can use a number of translation transformations:

1. **Transposition.** Altering grammatical structures (e.g., word order, part of speech). *"Think different"*.

2. **Modulation**. Shifting the semantic or logical perspective. *"Impossible is nothing"*.

3. **Expansion** (Explicitation). Replace a concise phrase with a more elaborate one for clarity. *"Open happiness"*.

4. **Compression** (Reduction). Condensing or simplifying the message without losing its core meaning. *"Just do it"*.

5. **Adaptation** (Cultural substitution). Replacing culturally specific elements with ones familiar to the target audience. *"Have a break, have a KitKat"*.

6. **Calque** (Literal or partial borrowing). Reproducing the structure of the original phrase directly or semi-directly. *"Time is money"*.

7. **Antonymic translation.** Using an opposite expression to preserve the original effect. *"Don't miss out"*.

8. **Paraphrasing** (Reformulation). Reinterpreting the slogan entirely to match tone, style, and emotional impact. *"Melts in your mouth, not in your hands"*.

7. Conclusions.

The translation of advertising slogans represents a complex, multidimensional process that demands a synthesis of linguistic precision, stylistic nuance, and cultural sensitivity. Far from being mere fragments of promotional language, slogans function as potent communicative tools that encapsulate brand identity, evoke emotional resonance, and prompt consumer action. Their translation must therefore preserve not only semantic content but also pragmatic force and rhetorical impact.

Modern linguistic paradigms particularly anthropocentric and discourse-centric approaches underscore the importance of viewing advertising texts as communicative acts shaped by both the speaker and the recipient. This shift in focus from authorial intent to audience reception highlights the necessity of adapting slogans to the cultural expectations and cognitive frameworks of the target audience.

Stylistic devices such as alliteration, metaphor, hyperbole, and wordplay are not ornamental but integral to the persuasive power of slogans. Their preservation in translation is essential to maintaining the original's communicative efficacy. Moreover, the classification of slogans by function, emotional tone, linguistic structure, and grammatical form provides a valuable framework for analysing their role and optimizing their translation.

Effective slogan translation requires the strategic application of various transformative techniques, including transposition, modulation, expansion, reduction, adaptation, calque, antonymic translation, and paraphrasing. These methods enable translators to navigate grammatical, lexical, and cultural disparities between languages while preserving the slogan's core message and emotional appeal.

In sum, the translation of advertising slogans is not a mechanical task but a creative and context-sensitive endeavour. It calls for a deep understanding of linguistic structures, cultural

codes, and communicative intent. As such, continued research in this field is vital for advancing advertising studies, translation theory, and cross-cultural communication.

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Бібліографічний опис:

Василенко, О. М., Хижун, Я. В., Вознюк, Л. А. (2025). Стилістичні засоби та прагматичні трансформації при перекладі англійських рекламних слоганів українською мовою. *Науковий часопис Українського державного університету імені Михайла Драгоманова. Серія 9. Сучасні тенденції розвитку мов*, 30, 107–116. https://doi.org/10.31392/UDUnc.series9.2025.30.09

Анотація

У статті досліджено прагматичні трансформації, що виникають при перекладі англомовних рекламних слоганів українською мовою з акцентом на збереженні їхнього комунікативного потенціалу та культурної самобутності. Автори аналізують сутність рекламного тексту як форми масової комунікації, розкривають історичне походження слогана та його еволюцію від бойового кличу до інструмента брендингу, а також окреслюють типологію слоганів за функціональними, емоційними та стилістичними ознаками.

Особливу увагу приділено складнощам перекладу, зумовленим граматичними, лексичними та культурними розбіжностями між англійською та українською мовами. У цьому контексті розглянуто низку перекладацьких стратегій – від узагальненого та вибіркового перекладу до комунікативно-прагматичного та семантичного – а також трансформаційних прийомів, таких як транспозиція, модуляція, адаптація, калькування, антонімічний переклад і парафраз.

Рекламний слоган постає як лаконічна, емоційно насичена формула, що втілює ідеологію бренду, апелює до психології споживача та виконує функції ідентифікації, переконання й естетичного впливу. Автори наголошують на важливості збереження прагматичного змісту оригіналу при перекладі, що потребує гнучкого підходу, міждисциплінарної обізнаності та чутливості до контексту. Такий підхід сприяє формуванню ефективного рекламного повідомлення, здатного резонувати з українською аудиторією.

***Ключові слова**: прагматичні перетворення, рекламні слогани, культурна ідентичність, комунікативний потенціал, семантичний переклад, транспозиція, модуляція, адаптація, калькування, антонімічний переклад та перефразування.*